

## Message Text

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PAGE 01 THE HA 03984 051537Z  
ACTION EUR-12

INFO OCT-01 ISO-00 NSC-05 SS-15 COME-00 USIA-15 EB-08

PRS-01 /057 W

-----114228 060642Z /10

R 051423Z AUG 77  
FM AMEMBASSY THE HAGUE  
TO SECSTATE WASHDC 975  
INFO RUDKFMQ 898

UNCLAS THE HAGUE 3984

E.O. 11652: N/A

TAGS: OVIP: MRS. ESTHER PETERSON  
SUBJECT: INTEREST OF DUTCH WHOLESALE AND INTERNATIONAL TRADE  
ASSOCIATION IN HAVING MRS. ESTHER PETERSON PARTICIPATE IN  
CONSUMER ORIENTED SYMPOSIUM

1. SECRETARY GENERAL VAN DER REYDEN OF DUTCH WHOLESALE AND INTERNATIONAL TRADE ASSOCIATION HAS INFORMED EMBASSY THAT ASSOCIATION PROPOSES TO HOLD ITS ANNUAL MEETING IN THE HAGUE IN NOVEMBER AND WOULD LIKE TO FOCUS ON CONSUMER ASPECTS OF MARKETING AS VIEWS BY TWO LEADING AUTHORITIES: MRS. ESTHER PETERSON, THE PRESIDENT'S ADVISER ON CONSUMER AFFAIRS, AND MRS. SOLVEIG WIKSTROM OF SWEDEN. THE PROPOSED ONE-DAY SYMPOSIUM WOULD INCLUDE SPEECHES BY THE TWO LADIES, AS WELL AS JOINT SEMINAR. THE ASSOCIATION HAS BEEN IN TOUCH WITH MRS. WIKSTROM WHO TEACHES CONSUMER ECONOMICS AT STOCKHOLM UNIVERSITY, IS BOARD MEMBER OF NK/AHLENS DEPARTMENT CHAIN, AND HAS SERVED AS CONSUMER AND MARKETING ADVISER TO SWEDISH GOVERNMENT. MRS. WIKSTROM HAS INDICATED WILLINGNESS TO PARTICIPATE, PREFERABLY ON NOVEMBER 22, 23 OR 24 OR ON NOVEMBER 3 OR 4. IF MRS. PETERSON IS INTERESTED, ASSOCIATION WOULD FORMALLY INVITE HER TO TAKE PART AND WOULD SCHEDULE SYMPOSIUM FOR THE DAY MOST SUITABLE TO HER AMONG THOSE SUGGESTED BY MRS. WIKSTROM. VAN DER REYDEN, WHO EXPECTS TO VISIT US IN SEPTEMBER, WOULD ALSO CALL ON MRS. PETERSON TO DISCUSS PROGRAM AND ADVISES THAT MRS. WIKSTROM UNCLASSIFIED

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COULD ALSO MEET WITH MRS. PETERSON DURING PERIOD OCTOBER 12 TO 21 WHEN MRS. WIKSTROM PLANS TO BE IN U.S.

COMMENT: WE WOULD BE DELIGHTED IF MRS. PETERSON WERE ABLE TO PARTICIPATE IN PROPOSED SYMPOSIUM. ASSOCIATION IS WELL KNOWN TO EMBASSY AND FAVORABLY DISPOSED TOWARD U.S. CONTACT OF SUGGESTED TYPE WOULD ADVANCE OUR GENERAL INTERESTS IN

NETHERLANDS WHICH IS OUR SIXTH LARGEST AND A FAST GROWING MARKET THAT GAVE U.S. A BILATERAL TRADE SURPLUS OF OVER \$3 BILLION IN 1976.

ACTION REQUESTED: PLEASE ADVISE WHETHER MRS. PETERSON WOULD BE INTERESTED IN TAKING PART IN PLANNED SYMPOSIUM. BROWN

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## Message Attributes

**Automatic Decaptoning:** X  
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**Review Markings:**  
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